



PATENT APPLICATION
Attorney Docket No. FORT-002-002

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): ROCHE et al.)	Confirm. No. : 7553
)	
Appl. No. : 10/789,665)	TC/A.U. : 2168
)	
Filed: 02/27/2004)	Examiner: H. Q. Pham

Title: Method and System for Collecting Online Merchandising Data

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Submission pursuant to 37 C.F.R. 1.114
Responsive to Advisory Action dated October 11, 2007

Sir:

This submission under 37 CFR 1.114 is being submitted together with a Request for Continued Examination, and is responsive to the Advisory Action dated October 11, 2007 and Final Office Action of June 28, 2007 (the "Final Office Action"), in the above-identified application.